



2010.Optima



KIA MOTORS
The Power to Surprise®

Bold styling with performance to match.

With sleek styling and an aggressive stance, the 2010 Kia Optima boldly and confidently takes its place on the road. Styling, though, is just the beginning. It's also engineered to satisfy both your rational demand for great fuel economy¹ and your emotional need to have a car that's just plain fun to drive. A standard 175-hp 4-cylinder engine delivers exceptional fuel efficiency — 32 mpg on the highway.¹ For added performance, there's an available V6. Standard safety features include an advanced airbag system with full-length side curtain airbags, an Anti-lock Braking System and Electronic Stability Control. In fact, the Optima has earned a five-star crash safety rating in all four crash categories from the U.S. government.² It also comes with an industry-leading 10-year/100,000-mile warranty program.³ The 2010 Kia Optima — it's a great way to turn everyday transportation into everyday exhilaration.



^{1,2,3} See Specifications page for endnotes.



EX V6 SHOWN



EX WITH PREMIUM PACKAGE SHOWN



A luxurious getaway.

With the Kia Optima, you'll look for excuses to go for a drive. Its interior is designed to be comfortable and spacious for you and all of your passengers. Leather seating* is rich and supple. Heated front seats* and automatic temperature control* with "set and forget" settings help you create your own ideal climate. To adjust the seating position to your personal preference, the Optima features power adjustable front seats — 8-way for the driver and 4-way for the passenger* — and power adjustable pedals.* So whether you're out by yourself or with your family or friends, the Optima is the perfect place to get away from it all.

*See Features and Specifications pages for availability.
*Available as optional equipment.



NAVIGATION SYSTEM*

A voice-activated navigation system is available on EX and SX models. It lets you enter your destination's address or access many points of interest from the system's database.



Advanced technology makes driving its own reward.

The Optima has a long list of technically advanced features that help you get more out of every drive. The voice-activated navigation system* guides you to your destination. Standard USB/auxiliary input jacks let you plug in practically any kind of MP3 player. With our accessory cable, you can even use the stereo to operate an iPod® mobile digital device.⁴ Simply use the stereo's controls — or the steering-wheel-mounted audio buttons* — to browse through your music library by playlist, album, artist or song. Complimentary SIRIUS® Satellite Radio⁵ provides additional choices for music and entertainment — and makes every drive that much more rewarding.



WIRELESS TECHNOLOGY

Bluetooth® wireless technology⁶ allows hands-free use of your Bluetooth®-compatible cell phone.

USB/AUXILIARY JACKS FOR MP3 AUDIO

Listen to your favorite tunes from your own music library.⁴

POWER EVERYTHING

Enjoy convenient operation of the standard power windows, door locks and heated outside mirrors.

SX WITH NAVIGATION SHOWN

SUPERVISION METER CLUSTER*

Elegant red-white LED lighting provides enhanced visibility of gauges.

PUSH-BUTTON START*

Enjoy the convenience of push-button start and smart key, which allow you to start or stop the engine with a push of a button.

SIRIUS SATELLITE RADIO⁵

SIRIUS Satellite Radio delivers over 130 channels, including 69 channels of 100% commercial-free music, plus sports, news, talk and entertainment.



*See Features and Specifications pages for availability and endnotes.

⁴Available as optional equipment.

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Elegant red-white LED lighting provides enhanced visibility of gauges.

REAR-WINDOW SUNSHADE*

Designed to help keep the interior cooler, this available sunshade is a welcome relief when driving your Optima in the hot sun.

SIRIUS SATELLITE RADIO⁵

SIRIUS Satellite Radio delivers over 130 channels, including 69 channels of 100% commercial-free music, plus sports, news, talk and entertainment.

Styling that promises excitement — performance that delivers.

The Optima is designed to remind you just how much fun driving can be. A standard 175-hp 4-cylinder engine delivers outstanding fuel efficiency — 32 mpg on the highway¹ — while an available V6 provides added performance. With its aggressive styling, including sleek body lines and dual exhaust,* the Optima looks as good as it performs. The Optima SX takes a great idea a step further. It features sporty interior refinements that include aluminum accents, metal pedals and unique seat trim. Just so everyone knows you're driving something special, the Optima SX also has a blacked-out front grille and headlights as well as hyper-silver-finished 17-inch alloy wheels.

METAL PEDALS*

Metal pedals enhance the Optima SX's sport styling.



SPORT SHIFTING

The 5-speed Sportmatic® transmission* lets you choose between traditional automatic-mode and manual, sport-style shifting. Tap the gearshift lever up or down to shift gears. If you prefer to shift gears quickly without taking your hands off the wheel, there are race-inspired steering-wheel-mounted paddle shifters.*

SPORT-STYLED WHEELS*

Hyper-silver-finished alloy wheels feature a custom finish for a unique, aggressive appearance.

SIDE-MIRROR TURN INDICATORS

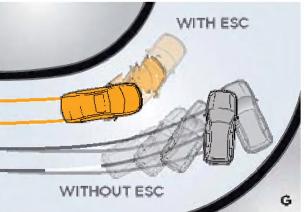
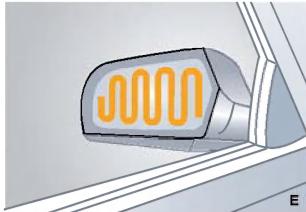
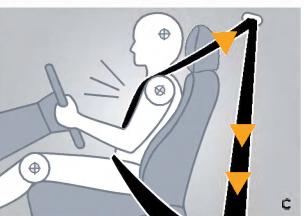
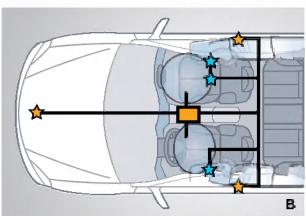
Side mirrors have integrated turn signals that are as sporty as they are functional.

¹*See Features and Specifications pages for availability and endnote. *Available as optional equipment.





SX SHOWN



Safety first. Safety always.

Optima's active safety systems are engineered to help you avoid accidents, and its passive systems are designed to help minimize injuries when they are unavoidable. This means that front to back and top to bottom, Optima is engineered to help enhance everyone's well-being.



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IN JALL FOUR CR JS H
SAFETY RATING²

EX/ES WITH 9 FWD MALE/QUADRANT SH OWN

A. ADVANCED AIRBAG SYSTEM

Six airbags placed throughout the cabin are designed to help protect occupants.⁷ They include dual front advanced, dual front seat-mounted side and full-length side curtain airbags.

B. AIRBAG & SEAT-BELT SENSORS

The advanced front airbag system monitors the severity of an impact,

the presence of a front passenger and seat-belt use, and then controls airbag inflation accordingly.⁷

C. FRONT SEAT-BELT PRETENSIONERS

In the event of certain collisions, the pretensioners tighten slack in the seat belts. The force limiters then let out the appropriate amount of additional belt to limit pressure on the body.

D. FRONT ACTIVE HEADRESTS

In the event of certain rear collisions, the active headrests move up and forward, helping to reduce the likelihood of neck injury.

E. HEATED OUTSIDE MIRRORS

Heated outside mirrors are designed to stay clear in cold weather.

F. TIRE-PRESSURE MONITORING SYSTEM

The monitoring system includes air-pressure sensors located at each wheel. If a tire reaches a specified low air pressure, a warning light will alert you.⁸

G. ELECTRONIC STABILITY CONTROL

Electronic Stability Control (ESC) provides you with improved directional stability. The system monitors

and assists in the control of key vehicle functions, braking individual wheels and reducing engine power as needed as it attempts to help you keep the vehicle on its intended course. This helps you maintain better control in difficult driving situations.

²See Specifications page for endnotes.

KIA HERITAGE

For years, our focus has been on quality vehicles that combine the style and performance you want with the safety and value you need. We began our journey across the U.S. in 1994, and took only 10 years to sell our first million vehicles — faster than BMW, Mercedes, Toyota or Mazda.⁸ Today, Kia Motors Corporation has manufacturing facilities spanning the globe and produces more than 1.3 million vehicles a year for drivers worldwide.



THE CHOICE IS YOURS

We offer a full line of 11 models, many of which have earned top awards or ratings in safety and customer satisfaction. We back every model with an industry-leading 10-year/100,000-mile limited warranty program.⁹ It's a lineup in which you're sure to find the style, driving excitement and value you're looking for.



KIA.COM

Our website lets you check out specifications, videos, packages, accessories and more. You can experience 360° interior and exterior views, get price quotes — even calculate your monthly payment and find out which of our 650-plus retailers is nearest to you. If you prefer, simply call us at 1-800-333-4KIA.



^{8,9}See Specifications page for endnotes.



The Kia commitment to America.

Here in the U.S., Kia facilities are literally spread from coast to coast. The latest design and research takes place at high-tech Kia centers in California and Michigan. California also houses state-of-the-art proving grounds where Kia vehicles are rigorously put to the test. And to keep up with the demand for our vehicles, the first U.S. Kia manufacturing plant is being built — Kia Motors Manufacturing Georgia. What does this all mean for you? With the Kia brand solidly established worldwide and our presence growing in the U.S., it means you can count on us now and for years down the wide-open road ahead.



EX V6 WITH OPTIONAL EQUIPMENT SHOWN

Accessories



Colors

EXTERIOR

METAL BRO. INCL E	B	E BD	NY BLACK	W/G BK
BRI GH TS SILVER	(H) G /BK	S PROY RED	(H) W/G BK	
C LEA RWH ITE	B/G	M IDN ITES LVE		G /BK
S IN OWNH ITE PEARL®	S	P LATINUM GRAPH ITE		(H) A /BK

INTERIOR

INTERIOR FABRIC COMBINATION ARE IN
BED EIGEN IN INTERIOR. R.G. = GRAY IN INTERIOR.
(M.D. = INSTALLATION PLAN.)

Actual vehicle colors may vary from printed brochure.

"EX only

Features

	LX	EX/EX V6	SX/SX V6
EXTERIOR			
16" tires w/alloy wheels	○	●	—
17" tires w/alloy wheels	—	○	—
17" tires w/hyper-silver-finished alloys	—	—	●
Chrome front grille	●	●	—
Black-mesh front grille	—	—	●
Body-color door handles	●	—	—
Chrome door handles	—	●	●
Body-color side moldings	●	●	●
Clear-lens projection headlights	●	●	—
Blacked-out projection headlights	—	—	●
Front fog lights	—	●	●
Dual exhaust	—	● [†]	● [†]
Side-mirror turn-signal indicators	●	●	●
Dual body-color heated power mirrors	●	●	●
Variable intermittent front wipers	●	●	●
Power tilt/sliding sunroof	—	○	○
In-glass antenna	●	●	●
Gas-strut hood & trunk lifters	●	●	●
INTERIOR & CONVENIENCE			
AM/FM/CD/MP3/SIRIUS audio system	●	●	●
Infinity® AM/FM/MP3/SIRIUS audio system w/in-dash 6-CD changer	—	○	○
6-speakers w/front door-mounted tweeters	●	●	●
Infinity® speakers w/subwoofer & external amplifier	—	○	○
USB/auxiliary input jacks	●	●	●
Navigation system (equipped w/CD player)	—	○	○
Bluetooth® wireless technology	▲	▲	▲
Push-button start-smart key	—	—	●
Steering-wheel-mounted audio control buttons	■	●	●
Cruise control w/steering-wheel-mounted control buttons	■	●	●
Air conditioning	●	—	—
Automatic temperature control	—	●	●
Power windows w/driver's one-touch auto-down	●	●	●
Power door locks	●	●	●
Power adjustable pedals	—	○	—
Keyless entry w/panic & alarm function	■	●	●
Manual tilt & telescopic steering wheel	■	●	●
Steering-wheel-mounted paddle shifters	—	—	●
Supervision instrumentation	—	—	●
Trip computer	○	●	●
Auto-dimming rear-view mirror w/HomeLink® & compass	—	●	●
Front center console w/armrest & storage	●	●	●
Fold-away rear center armrest w/dual cup holders	●	●	●
Auto light control	—	●	●
Floor mats	○	●	●

	LX	EX/EX V6	SX/SX V6
SEATING & TRIM			
8-way power adjustable driver's seat w/lumbar support	○	●	●
4-way power adjustable front passenger's seat	—	○	○
Heated front seats	—	○	○
Cloth seat trim	●	—	—
Leather seat trim	—	●	—
Sport-cloth/leather seat trim	—	—	●
60/40 split-folding rear seat	●	●	●
Leather-wrapped steering wheel/gearshift knob	—	●	●
Aluminum interior trim	—	—	●
Metal pedals	—	—	●
RESTRAINT & SAFETY SYSTEMS			
Dual front advanced airbags	●	●	●
Dual front seat-mounted side airbags	●	●	●
Full-length side curtain airbags	●	●	●
3-point seat belts for all seating positions	●	●	●
Front seat-belt pretensioners w/force limiters	●	●	●
Height adjustable front seat-belt anchors	●	●	●
4-wheel disc brakes	●	●	●
4-wheel anti-lock brakes (ABS)	●	●	●
Electronic Stability Control (ESC)	●	●	●
Front active headrests	●	●	●
Tire-Pressure Monitoring System (TPMS)	●	●	●
Side-impact door beams	●	●	●
Front & rear crumple zones	●	●	●
Impact-absorbing steering column	●	●	●
Lower Anchors and Tethers for Children (LATCH)	●	●	●
Rear child safety door locks	●	●	●
LX CONVENIENCE PACKAGE			
8-way power adjustable driver's seat w/lumbar support			
Auto-dimming rear-view mirror w/HomeLink®			
Trip computer			
16" alloy wheels			
EX/SX PREMIUM PACKAGE			
Power tilt/sliding sunroof			
Infinity® AM/FM/MP3/SIRIUS audio system w/in-dash 6-CD changer & speakers			
4-way power adjustable front passenger's seat			
Heated front seats			
Rear-window manual sunshade			
Power adjustable pedals (EX only)			
17" tires w/alloy wheels (EX only)			

STANDARD OPTION — NOT AVAILABLE

■ STANDARD □ OPTION
■ AUTOMATIC TRANSMISSION

[†] Not available on 4-cylinder.

¹ Not available on 4-cylinder.

Specifications

ENGINE	2.4L I4	2.7L V6
Type	4-cylinder, aluminum block & head	6-cylinder, aluminum block & heads
Valve gear	DOHC, four valves/cylinder	DOHC, four valves/cylinder
Displacement	2,359 cc	2,656 cc
Compression ratio	10.5:1	10.4:1
Horsepower (SAE net)	175 hp @ 6,000 rpm	194 hp @ 6,000 rpm
Torque (SAE net)	169 lb.-ft. @ 4,000 rpm	184 lb.-ft. @ 4,500 rpm
Transmission	5-speed manual, overdrive 5-speed electronically-controlled Sportmatic [®] overdrive	5-speed electronically-controlled Sportmatic [®] overdrive

DIMENSIONS	2.4L I4	2.7L V6
Wheelbase	107.1 in.	107.1 in.
Track (front/rear)	61.5 in./61.1 in.	61.5 in./61.1 in.
Length	189.0 in.	189.0 in.
Width	71.1 in.	71.1 in.
Height	58.3 in.	58.3 in.
Ground clearance	6.3 in.	6.3 in.
Headroom (front/rear)	39.8 in./38.0 in.	39.8 in./38.0 in.
Shoulder room (front/rear)	57.1 in./56.3 in.	57.1 in./56.3 in.
Legroom (front/rear)	43.7 in./37.8 in.	43.7 in./37.8 in.
Hip room (front/rear)	54.5 in./54.7 in.	54.5 in./54.7 in.
Passenger volume	104.2 cu. ft.	104.2 cu. ft.
Cargo volume	15.0 cu. ft.	15.0 cu. ft.

CURB WEIGHT	2.4L I4	2.7L V6
5-speed manual	3,157 lbs.	—
5-speed automatic	3,197 lbs.	3,294 lbs.

BODY & CHASSIS	2.4L I4 & 2.7L V6
Layout	Front engine, front-wheel drive
Body type	Steel unibody
Front suspension	Independent, MacPherson struts, coil springs, anti-roll bar
Rear suspension	Independent, multi-link, coil springs, anti-roll bar
Steering type	Rack-and-pinion, power assisted
Turns, lock-to-lock	2.86
Turning circle, curb-to-curb	35.5 ft.

BRAKES	2.4L I4 & 2.7L V6	
Type	Hydraulic, power-assisted vacuum 4-sensor, 4-channel ABS	
Front	11.0-in. vented discs	
Rear	10.3-in. solid discs	
TIRES	2.4L I4 & 2.7L V6	
Type	P205/60R16 P215/50R17 (EX & SX Premium Package)	
2010 EPA FUEL ECONOMY	2.4L I4	2.7L V6
(Estimated City/Hwy MPG)		
5-speed manual	22/32	—
5-speed automatic	22/32	20/28
Fuel tank capacity (gallons)	16.4	16.4

END NOTES:

¹Refer to Specifications above for 2010 EPA fuel-economy estimates. Actual mileage may vary.

²Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Model tested with standard side-impact airbags (SABs).

³The Kia 10-year/100,000-mile warranty program includes various warranties and roadside assistance. Warranties include powertrain and basic. All warranties and roadside assistance are limited. See retailer for warranty details or go to kia.com.

⁴Kia accessory cable required for iPod[®] connectivity; cable and iPod[®] mobile digital device sold separately. iPod[®] is a registered trademark of Apple Inc.

⁵SIRIUS Radio requires a subscription, sold separately. A 3-month subscription is included with vehicle purchase. SIRIUS U.S. service available only in contiguous United States and D.C. Subscriptions governed by SIRIUS Terms & Conditions available at sirius.com. SIRIUS, XM and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries.

⁶A compatible Bluetooth[®]-enabled cell phone is required to use Bluetooth wireless technology. The Bluetooth[®] word mark and logos are registered trademarks owned by Bluetooth SIG, Inc., and any use of such marks is pursuant to license.

⁷For maximum protection, always wear your seat belt.

⁸Even with the Tire-Pressure Monitoring System, always check your tire pressure on a regular basis.

⁹According to Ward's Automotive Yearbook.

¹⁰Infinity[®] is a registered trademark of Harman International Industries, Incorporated.

¹¹HomeLink[®] is a registered trademark of Johnson Controls, Inc.

¹²24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc.

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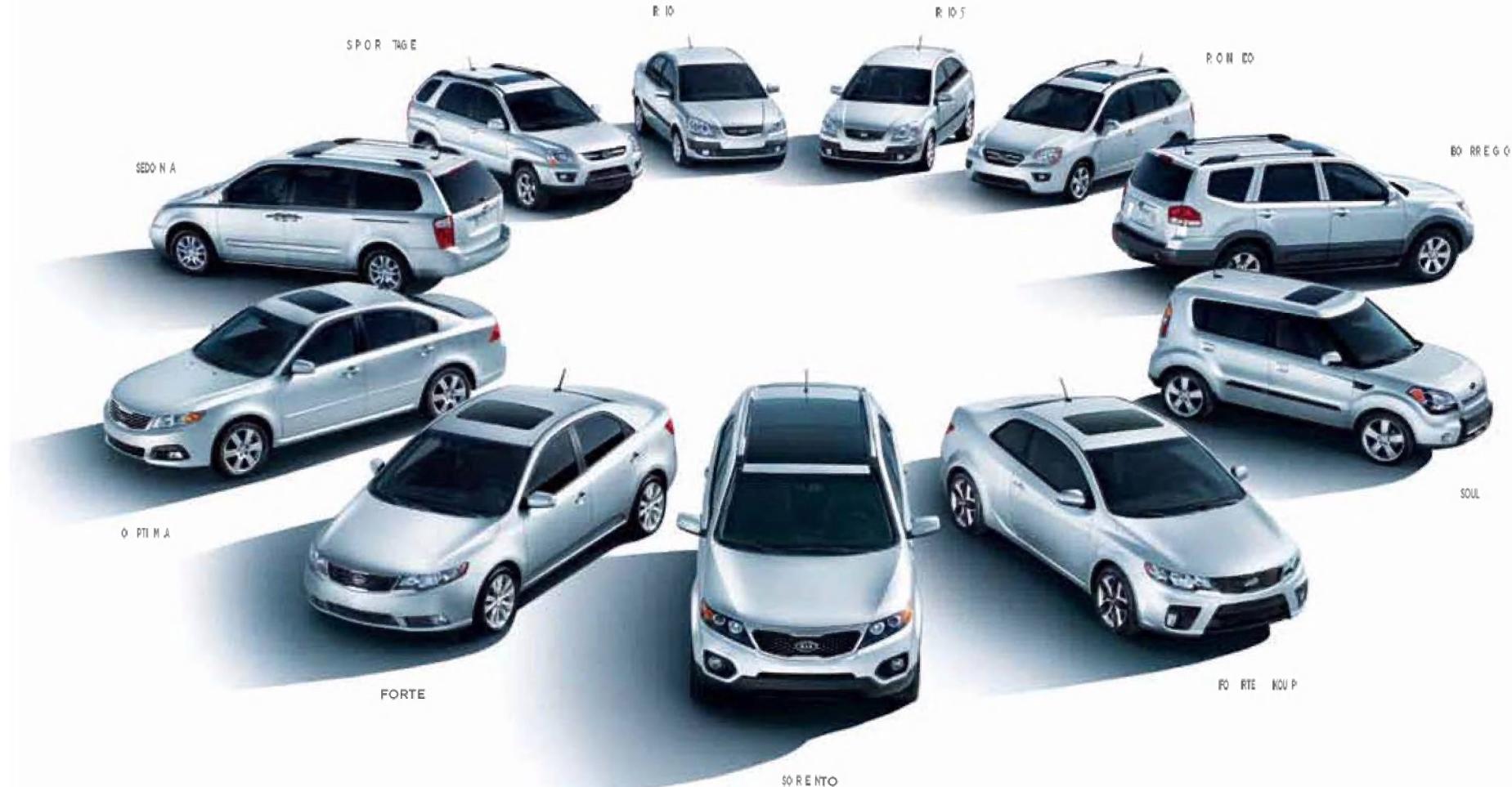
We've got you covered.

At Kia, we believe peace of mind should come standard with all our vehicles. That's why we back every model with an industry-leading warranty program.³ So you can relax and enjoy the ride.

- 10-year/100,000-mile limited powertrain warranty
- 5-year/60,000-mile limited basic warranty
- 5-year/100,000-mile limited anti-perforation warranty
- 5-year/60,000-mile 24-hour roadside assistance¹²



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